#### SUBSIDY PROGRAM AGREEMENT

This Subsidy Program Agreement ("Agreement") is made and entered into as of the last signature date set forth below, by and between the City of St. Regis Park ("City") and Ring LLC, a Delaware limited liability company ("Ring"). City and Ring are sometimes hereinafter individually referred to as "Party" and hereinafter collectively referred to as the "Parties."

#### RECITALS

WHEREAS, Ring produces security cameras, video doorbells and alarm systems for residential use which link smartphone users to their devices.

WHEREAS, with this technology, the homeowner has the capability to see, hear and speak to visitors through their smartphones, tablets or desktops.

WHEREAS, the City desires to collaborate with Ring to establish a subsidy program whereby City residents can purchase Ring's security cameras, video doorbells and alarm systems for use at residences within the City at a discounted price to enhance security and safety in the community.

WHEREAS, the subsidy program will be operated on a first-come-first-served basis.

WHEREAS, the subsidy program will be administered separate and apart from any other program or agreement between Ring and the City (or any agency or subdivision thereof), including, without limitation, any law enforcement agency's participation in Ring's Neighbors application.

WHEREAS, the City finds that the dedication of public funds under this Agreement will serve the safety of City residents, an issue of important public purpose.

#### **OPERATIVE PROVISIONS**

NOW, THEREFORE, in consideration of the mutual promises and covenants made by the Parties and contained herein and other consideration, the value and adequacy of which are hereby acknowledged, the Parties agree as follows:

- 1. Recitals are Part of Agreement. The preceding Recitals are part of this Agreement.
  - 2. **Ring Obligations.** Ring agrees to do the following in furtherance of this Agreement:
    - a. Ring will collaborate with the City on the distribution and marketing of the Ring Door View Cam, Ring Video Doorbell 2, Ring Video Doorbell Pro, Ring Spotlight Cam Wired, Ring Spotlight Cam Battery, Ring

- Floodlight Cam, Ring Alarm, Ring Spotlight Cam Solar, Ring Stick Up Cam Wired and Ring Stick Up Cam Battery (each, a "Product" and collectively, the "Products") to residents of City ("Residents").
- b. During the Subsidy Period (as defined below), Ring will directly provide 100 unique subsidy codes ("Subsidy Codes") to Residents with a \$100.00 discount off the sales price for one (1) of the Products at checkout. Each Resident is entitled to only one Subsidy Code. Each Subsidy Code may only be used once per household. Only codes sent to the resident through Ring communications channels will be valid. Subsidy Codes shall only be redeemable for Products being sold at full price, and may not be redeemed for Products that are on sale or are otherwise being offered at a discount. Subsidy Codes may not be combined with any other offer.
- c. During the Subsidy Period, the Subsidy Code may be redeemed for a discount of \$30.00 per product to apply towards the purchase of any additional Products with a limit of 2 additional Products per checkout. During the Subsidy Period, the Subsidy Code may be redeemed for a 20% discount towards any accessory listed on the company's website with a limit of 3 accessories at checkout. Such discounts shall only be redeemable for Products being sold at full price, and may not be redeemed for Products that are on sale or are otherwise being offered at a discount.
- d. Ring will fulfill orders for Products when Residents provide information and payment required using the information required for Ring to complete delivery of the Product (including name, address, email address, etc.). Standard delivery shall be in accordance with Ring's then-existing shipping policies. Ring will use commercially reasonable efforts to ship the Products within three (3) business days from date the order was placed.
- e. Ring will provide product and user support to Residents who purchase Products, including warranty for the security device(s) and, if the resident chooses to, the option to hire someone to install the device(s). These options will be provided at checkout at the user's expense.
- f. Ring will provide marketing support and materials for City to distribute to Residents, such as brochures and flyers.
- g. Ring shall contribute \$50.00 of the \$100.00 discount specified in section 2.b above.
- h. Within thirty days after the end of the Subsidy Period, Ring will provide the City with an accounting statement (the "Accounting Statement") setting forth the number of Products purchased using the Subsidy Code during the Subsidy Period and such other information reasonably

requested by City to enable the Parties to determine the City's required City contribution amount, as specified in Section 3.a below.

- 3. City Obligations. The City agrees to do the following in furtherance of this Agreement:
  - a. Witbin thirty (30) days of its receipt of the Accounting Statement from Ring, City shall pay Ring an amount equal to \$50.00 of the \$100.00 discount specified in section 2.b above for the first Product sold to each Resident household during the Subsidy Period using a Subsidy Code. No other Product is eligible for a City contribution. The maximum contribution payable by the City to Ring under this Agreement shall not exceed \$5,000 (the "Maximum Contribution").
  - b. During the Subsidy Period, the City agrees to make reasonable efforts to promote the program provided in this Agreement on the City's website, social media platforms, such as Facebook and Twitter; issue press release(s), and/or have brochures and flyers available at City Hall for the public. The Parties shall agree to a joint press release to be mutually agreed upon by the Parties. The City agrees it shall not issue any press release related to the program without Ring's prior written consent. All press releases issued by the City shall be made available to the public on the City's website, social media platform, or other platform as approved by Ring.
  - c. The City shall be responsible for verifying the residency and eligibility of Residents. Notwithstanding the foregoing, in no event shall the City impose any requirements or restrictions on any Resident's use of the Products (e.g., City shall not require Residents provide recordings captured by the Products to the City or any agency or subdivision thereof, including local law enforcement), whether as part of a Resident's eligibility or otherwise.
- 4. **Subsidy Period**. The "Subsidy Period" shall commence on a date mutually agreed by the Parties and shall expire upon the earlier of the following:
  - a. Forty-five (45) days after the commencement of the Subsidy Period; or
  - b. The Maximum Contribution bas been reached.
- 5. **Termination.** Each of the City and Ring reserves the right to terminate this Agreement at any time, with or without cause, upon thirty (30) days' written notice to the other party, except that where termination is due to the fault of the non-terminating party, the period of notice may be such shorter time as may be determined by the terminating party.

#### 6. Indemnification.

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Ring shall indemnify, defend and hold harmless the City, its officers, officials, employees and volunteers from and against any third party claims, allegations, lawsuits, proceedings, losses, liabilities, damages, judgments, settlements costs or expenses, arising out of Ring's negligence or willful misconduct in connection with performance of this Agreement.

The City shall indemnify, defend and hold harmless Ring, its officers and employees from and against any third party claims, allegations, lawsuits, proceedings, losses, liabilities, damages, judgments, settlements costs or expenses, arising out of City's negligence or willful misconduct in connection with performance of this Agreement.

Limitation of Liability. In no event will (a) either Party be liable for any loss of data, loss of profits, cost of cover or other special, incidental, consequential, indirect, punitive, exemplary or reliance damages arising from or in relation to this Agreement, however caused and regardless of theory of liability and (b) either Party's aggregate liability for damages or indemnification under this either Party's aggregate liability for damages or indemnification under this Agreement exceed the Contribution Cap.

Independent Contractor. Neither the City nor any of its employees shall have any control over the manner, mode or means by which Ring, its agents or employees, perform the services required herein, except as otherwise set forth herein. City shall have no voice in the selection, discharge, supervision or control of Ring's employees, servants, representatives or agents, or in fixing their number, compensation or hours of service. Ring shall perform all services as to City a wholly independent contractor of City and shall remain at all times as to City a wholly independent contractor with only such obligations as are consistent with that role. Ring shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City. City shall not in any way or for any purpose become or be deemed to be a partner of Ring in its business or otherwise or a joint venturer or a member of any joint enterprise with Ring.

Governing Law. This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Los Angeles, State of California, or any other appropriate court in such county, and Ring covenants and agrees to submit to the personal jurisdiction of such court in the event of such action. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in the County of Los Angeles, State of California.

- 10. Notices. Any notice, demand, request, document, consent, approval, or communication either party desires or is required to give to the other party or any other person shall be in writing and sent by email, in the case of the City, to [EMAIL] and in the case of Ring, to August Cziment at a@ring.com and legal@ring.com. Either party may change its email address by notifying the other party of such change.
- 11. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.
- 12. Integration; Amendment. This Agreement is the entire, complete and exclusive expression of the understanding of the Parties. It is understood that there are no oral agreements between the Parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the Parties, and none shall be used to interpret this Agreement. No amendment to or modification of this Agreement shall be valid unless made in writing and approved by Ring and by the City. The parties agree that this requirement for written modifications cannot be waived and that any attempted waiver shall be void.
- Assignment. City will not assign this Agreement, in whole or in part, without Ring's prior written consent. Any attempt to assign in violation of this section is void in each instance. Ring may assign this Agreement (or any of its rights and obligations under this Agreement): (a) to any of its affiliates; or (b) in connection with any merger, consolidation, reorganization, sale of all or substantially all of its assets or any similar transaction. All the terms and conditions of this Agreement will be binding upon, will inure to the benefit of, and will be enforceable by the Parties and their respective successors and permitted assigns.
- 14. Severability. In the event that any one or more of the phrases, sentences, clauses, paragraphs, or sections contained in this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs, or sections of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.
- 15. Corporate Authority. The persons executing this Agreement on behalf of the parties hereto warrant that (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the

provisions of this Agreement, and (iv) that entering into this Agreement does not violate any provision of any other Agreement to which said party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first-above written.

# CITY:

City of St. Regis Park

By: Brandt Davis

Name: Brandt Davis Title: Mayor

Date:

RING:

RING LLC

By:\_\_\_\_\_

Name: Mel Tang
Title: Vice President

Date:

Address: 1523 26th Street, Santa Monica CA 90404





#### Heres the contract again

19 messages

Craig Theis <craigtheis@gmail.com>
To: Stacey Ccoke <stacey.cooke@ring.com>

Fri, Jul 19, 2019 at 3:53 PM

Ring Contract for SRP.pdf 534K

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Fri, Jul 19, 2019 at 4:03 PM

I have a copy

On Fri, Jul 19, 2019 at 12:53 PM Craig Theis <craigtheis@gmail.com> wrote:

Stacey Cooke

Events Manager stacey,cooke@ring.com 416-591-S238

# ring

1523 26th St. Santa Monica, CA 90404 www.ring.com



Download the Neighbors App. Join the new neighborhood watch.

https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/

Craig Theis <craigtheis@gmail.com>
To: Stacey Ccoke <stacey.cooke@ring.com>

Fri, Jul 19, 2019 at 4:09 PM

Just wanted to make sure. Better to have it and not need it then need it and not have it [Quoted lext hidden]

Stacey Cooke <stacey.cooke@ring.com> To: Craig Theis <craigthels@gmall.com>

Fri, Jul 19, 2019 at 4:40 PM

thanks so much.
[Quoted lext hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Tue, Jul 23, 2019 at 5:40 PM

I am waiting on my legal to get me the executed agreement. I apologize as I do not know what the hold up is.

Thank you!

Stacey (Quoted lext hidden)

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 24, 2019 at 10:44 AM

Our next council meeting is Aug 6th, hopefully, we can have more info before then. Thanks for your help

Craig

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 24, 2019 at 12:16 PM

Sounds good. is this not yet approved? [Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

You sent me this email yesterday evening-

#### Stacey Cooke

I am waiting on my legal to get me the executed agreement. I apologize as I do not know what the hold up is. Thank you!

So I have no idea whats happening, but I'd love to have some info for our next meeting,

Thanks!

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com> To: Crelg Theis <craigtheis@gmail.com>

Wed, Jul 24, 2019 et 12:53 PM

Yes, but that would execute the agreement when my legal signs, so wouldn't we then be ready to launch? [Quoted text hidden]

Cre lg Thele <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 24, 2019 et 12:56 PM

I'm sorry, I'm not a lawyer, so I'm not sure what you meen. That being seid, I have sent the contract to you signed by the Mayor, I am just wanting to make sure we are ready to go once you get whatever it is done on your end. I am hoping to have some more info to bring to the next council meeting. All the other council members and many residents have been bugging me for updates.

Thanksl

[Quoted fext hidden!

Stacey Cooke <stacey.cooke@ring.com> To: Craig Theis <creigtheis@gmail.com> Wed, Jul 24, 2019 at 1:18 PM

Once we sign the contract will be executed, meaning it is signed by both parties. I assume that council approval generally happens prior to the agreement being signed. Do you you have any indication of a launch date?

Stacey

Quoted fext hidden]

Creig Theie <craigtheis@gmail.com>
To: Stacey Ccoke <stacey.cooke@ring.com>

Wed, Jul 24, 2019 et 1:28 PM

Yes, the council has epproved, the meyor could not sign it unless that happened. A few weeks ego, we wre hoping for en eugust 1st launch, but I would say towards the end of august according to the second new to ellow plenty of time for marketing and such.

[Quoted text hidden]

Stecey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigthels@gmail.com>

Wed, Jul 24, 2019 et 2:02 PM

Sounds good. I want to keep the launch in August since we have a lot scheduled for September already. Since all we are waiting for is signatures, in a new email, I will send you our standard press release template so we can get the ball rolling on this. Please include all relevant stakeholders on that communication.

Stacey

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Creig Theis <craigtheis@gmail.com>

Thu, Jul 25, 2019 et 5:31 PM

HI Craig,

Attached is the executed contract. The next steps is selecting a launch date and getting PR out there. Do you have time for a call next week to discuss?

Thanks, Stacey

[Quoted text hidden]

Ring - City Subsidy Program Agreement (2).pdf 653K

Creig Theis <craigtheis@gmail.com> To: Stacey Ccoke <stacey.cooke@ring.com> Tue, Jul 30, 2019 at 9:44 AM

I have a tradeshow this week but can carve out e few minutes. When are you evailable? [Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Tue, Jul 30, 2019 at 9:51 AM

Hi Craig

l am

Available todey from 12:20-2pm pst, Wednesday 1:30-3pm and Thursdey 11am to 3pm.

All times ere in pst.

Thenks, Stacey

[Quoted text hidden]

Craig Thels <craigtheis@gmail.com>
To: Stacey Ccoke <stacey.cooke@ring.com>

I'll try to give you a call this afternoon. I would like to shoot for an Aug 15th launch date. Is that enough time on your end?

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>
It should be, provided you guys are eble to get a press release out by August 10.

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

Wed, Jul 31, 2019 at 9:18 AM
To: Stacey Ccoke <stacey.cooke@ring.com>

Wont be a problem.
[Quoted text hidden]



# Ring wants to help reduce crime in your city!

Ring is excited to propose a solution to help prevent residential burglaries and assist in the investigation of crimes in your community

#### Overview

In an effort to reduce local crime and make our neighborhoods safer, Ring has successfully partnered with cities nationwide to implement a home security subsidy program. The subsidy program incentivizes residents to purchase Ring devices at a discounted price, so we can make smart home security accessible to everyone.

#### About Ring

Ring is on a mission to reduce crime in neighborhoods. Ring Video Doorbells and Security Cameras send you instant alerts on your phone whenever motion is detected. You can see, hear and speak to people on your property from anywhere. If you catch something suspicious, Ring also lets you share the videos with neighbors and local law enforcement, so you can work together to reduce local crime

# Program Details

Ring will give residents \$50 off any Ring Video
Doorbell or Security Camera, and the city will match
that offer with a \$50 subsidy. Together, we can offer a
\$100 discount on Ring products to help residents
protect their homes and reduce crime in their
neighborhoods. All programs are custom to each
location. A minimum investment of \$10,000 from the
city, which covers 200 households, is suggested.

Ring allows residents to work together with neighbors and local law enforcement to reduce crime in neighborhoods, so we can help make our communities safer for all.

For more information on how to get started, please contact:

Stacey Cooke, National Events Manager Stacey.Cooke@ring.com 410-591-8238



## City Of St Regis Park

32 messages

**Craig Theis** <a href="mailto:com/">Craig Theis <a href="mailto:com/">craigtheis@gmail.com</a>
To: Neighborhoods@ring.com

Wed, May 8, 2019 at 12:23 PM

My name is Craig Theis, I am a council member of the City of St Regis Park, KY. We are interested in offening a discount/rebate program on the ring doorbell and would like more information on how to proceed. We have approx 600 houses in our neighborhood.

Thanks,

Craig

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, May 8, 2019 at 4:57 PM

Hi Mr. Theis,

Thank you for reaching out. Out of curiously, how did you hear about the program? I think with a 600 person neighborhood you would be great to start with a 100-200 household pilot which is \$5,000-\$10,000.

The way the program works is that Ring will give residents \$50 off a Ring device of their choice and the city will match with a \$50 subsidy. Together we can offer \$100 off to residents so that they can protect their homes.

Attached is more information on the program.

Thank you!

S

marketing\_testimonial\_neighbors\_arcadia\_190326.mp4



[Quoted text hidden]

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Stacey Cooke

Events Manager stacey.cooke@ring.com 410-591-8238



1523 26th St. Santa Monica, CA 90404 www.ring.com



Craig Theis <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Wed, May 8, 2019 at 6:03 PM

Thanks for the email in return. We heard about it by reading press releases from other cities. While we live in a very safe city, we have neighboring cities with some issues. This is a hot button issue for the city and we'd like to nip it in the bud. Several council members including the mayor have a ring doorbell. I'll take a look at the paperwork and get back.

Sent from my iPhone

[Ouoled text hidden]

Stacey Cooke <stacey.cooke@ning.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, May 8, 2019 at 6:04 PM

Thank you. I look forward to hearing back!

[Ouoted text hidden]

Craig Theis <craigtheis@gmail.com>

Thu, May 9, 2019 at 12:00 PM

Please see attached, afaik the cheapest Ring doorbell is 99.00 so with 50 from the city and the 50 match, the doorbell would essentially be free?

[Ouoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jun 5, 2019 at 10:26 AM

Hi Stacey,

Discussed at length in the Council meeting last night, and would like to get more details on how the process would work. The council was very receptive to the idea and our Mayor has a ring doorbell already. My city clerk was especially concerned about the need to write up to 200 checks for doorbells. Please provide an outline for the process.

Looking forward to hearing from you soon.

[Ouoled text hidden]

Stacey Cooke <stacey.cooke@nng.com>
To: Craig Theis <craigtheis@gmail.com>

Mon, Jun 10, 2019 at 12:31 PM

Hi Mr. Theis.

You do not need to pay any money up front. I am available for a call this week. What times are good for you? Please let me know. Also, I am available this morning. You can call my directly 410 591 8238.

Thanks, Stacey

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Thu, Jun 27, 2019 at 9:13 AM

hey, are you available for a few minutes this morning? our next meeting is this tuesday and I want to be ready with info on the progrma for the rest of the council, the response from our citizens has been really great and I think we will probably move forward with a vote if I have my ducks in a row.

**Thanks** 

Craig

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Thu, Jun 27, 2019 at 11:05 AM

Hi Craig,

I am available at 10am pacific. I hope this time works for you.

Stacey

[Quoted lext hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Thu, Jun 27, 2019 at 2:28 PM

Craig,

Thanks for the time this morning. I am excited about our potential launch and glad that council and city members seem excited. It's a great program and the Ring team offers full service program management so that it's really easy for the city to get started. I found the link to our Amazon Home Services installation of Ring devices. It looks like prices range from \$67-\$129 (but that varies on location). Here is the link - https://www.amazon.com/b/ref=vas\_gurus\_sec\_ring\_install\_lp\_shurl?node=17925322011

The next step would be getting you a copy of our agreement. In order to produce this, I would need to know the maximum amount of funding you have for the program. The funding is determined by \$50 per household. I also need the name and email of the person who will sign the agreement.

Do you know if your city will accept docusign?

Thank you, Stacey [Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@nnq.com>

Thu, Jun 27, 2019 at 3:34 PM

Once the council votes/ approves, the mayor would be the one who is able to enter the contract on behalf of the city. We will be discussing this at the next city council meeting Tuesday. I will get back with you after that. Thanks for your time!

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Thu, Jun 27, 2019 at 4:27 PM

Sounds good, thank you.

[Quoled text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 3, 2019 at 10:54 AM

I am happy to let you know the council has decided to move forward for 100 residents as a trial run and based on our response, I don't see how we won't meet that, we may release additional funds based on participation. Please let me know the next steps. Our mayor has requested the agreement be reviewed by our city attorney and then he will sign. One of the council members inquired if there were any type of Ring Neighborhood signs or something that had been done in the past? I will be spearheading marketing, so can you give me any tips from other cities, we want as many people as possible to sign up!

Thanks in advance

#### Craig Theis, Council Member City Of St Regis Park, KY

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 3, 2019 at 5:45 PM

Hi Mr. Theis.

100 households is a great start and investment in the city! In order to get you an agreement, I will need the name of the mayor so that I can get an agreement drafted and I will send this to you.

We do offer neighborhood watch signs. We will assist with marketing. Do you have a target launch date in mind?

Thank you, Stacey

[Quoted lext hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 3, 2019 at 6:05 PM

The mayor is Brandt Davis and I would say if we could start Aug 1 that would be perfect so we could ramp up marketing before we open for 45 days of signup

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 3, 2019 at 6:52 PM

Ok, sounds good. Let me get the agreement together and I'll send your way, but likely Monday since legal is out of office.

Stacey

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 3, 2019 at 7:45 PM

Monday will be great [Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Tue, Jul 9, 2019 at 10:38 AM

Hi Stacey,

Wondering if we have to contract ready? Additionally, I am making a short infographic release for our city newsletter regarding our program. Can you explain in a few words exactly how a resident would sign up? Do they go to a website and fill out the request form or can we distribute one? Then your company reviews and gives them a code right? Finally, will they be able to arrange the optional install directly on the ring website with the Amazon partner? or do they buy it from Amazon with the code, also what products is it usable for, just doorbells or floodlight cameras too? (we are ok with it being used for whatever)

Looking forward to your answer so I can get it put together before the newsletter deadline

Thanks so much

Craig Theis Council Member, City of St Regis Park, KY Stacey Cooke <stacey.cooke@ring.com> To: Craig Theis <craigtheis@gmail.com>

Tue, Jul 9, 2019 at 1:12 PM

Hi Craig,

Attached is the agreement. The residents would apply through a form on the city website. Ring team manages this form and they distribute codes to residents once they are verified as a residents based on the city's eligibility requirements. Would it be possible to see this infographic before you distribute it?

For installation help, please refer to www.ring.com/installmyring . installation is not included, but assistance is available. All items must be purchased on ring.com.

#### Thank you!

[Quoted text hidden]



Ring - City Subsidy Program Agreement (St Regis Park).docx 32K

#### Craig Theis <craigtheis@gmail.com> To: Stacey Cooke <stacey.cooke@ring.com>

Tue, Jul 9, 2019 at 1:24 PM

OK, I wrote a bunch of stuff then read the agreement. No problem on waiting, I will forward the agreement to the mayor now and I won't do anything in the meantime. Do you have preprepared information we can work with?.

Thanks!

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com> To: Craig Theis <craigtheis@gmail.com>

Tue, Jul 9, 2019 at 1:26 PM

Hi Craig,

We will have a strategy call and I will provide a press release template to you once the agreement is signed. I promise you will have a ton of resources! Unfortunately, I am not available today, but do have availability on Friday. What times are you available?

[Quoted text hidden]

Craig Theis < craigtheis@gmail.com> To: Stacey Cooke <stacey.cooke@ring.com>

Tue, Jul 9, 2019 at 1:47 PM

No worries, I have forwarded to the Mayor and he will consult with city attorney then will get moving on this. [Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com> To: Craig Theis <craigtheis@gmail.com>

Tue, Jul 9, 2019 at 1:47 PM

Great, thanks! Looking forward to working with you!

have a nice day.

Stacey

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 10, 2019 at 1:35 PM

Stacey,

Our city attorney has asked if it is possible that section 9 of the agreement could be modified to either Arbitration via the American Arbitration Association or to be changed to Kentucky?

**Thanks** 

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 10, 2019 at 1:49 PM

I don't think it can. I ask that your attorney red line and track changes in word for the entire doc and then I can send over to my attorney. I prefer not to be a middle man for legal, since its a subject I know little about :-). Thank you so much for understanding.

Stacey

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 10, 2019 at 2:56 PM

Got it. can you provide an email for our attorney to reach out to? [Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 10, 2019 at 3:36 PM

We prefer that you send this to me and I send it to my legal team. Thank you.

S

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 10, 2019 at 3:36 PM

Here is the copy, can you forward to your legal and see if they will approve it? [Quoted text hidden]



Ring - City Subsidy Program Agreement (St Regis Park), proposed revision.docx 33K

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 10, 2019 at 3:44 PM

Thank you! Sending to legal now.

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Fri, Jul 12, 2019 at 1:57 PM

Morning Craig,

We cannot accept the one redline your legal team made which is arbitration. Amazon forbids this. I am sorry there is no flexibility on this item. Can you please let your legal team know and then advise me on how you would like to proceed?

Thank you, Stacey

[Ouoted text hidden]

Craig Theis <craigtheis@gmail.com>

Fri, Jul 12, 2019 at 2:11 PM

See Below-please advise

----- Forwarded message ------

From: Stacey Cooke <stacey.cooke@ring.com>

Date: Fri, Jul 12, 2019 at 1:57 PM Subject: Re: City Of St Regis Park To: Craig Theis <craigtheis@gmail.com>

[Ouoted text hidden]

singlerj@bellsouth.net <singlerj@bellsouth.net>

To: Craig Theis <a href="mailto:craigtheis@gmail.com">craig Theis <a href="mailto:craigtheis@gmail.com">craigtheis@gmail.com</a>>, Brandt Work Davis <a href="mailto:craigtheis@gmail.com">brandt Work Davis <a href="mailto:craigtheis@gmail.com">craigtheis@gmail.com</a>>, Brandt Work Davis <a href="mailto:craigtheis@gmail.com">craigtheis@gmail.com</a>>

Fri, Jul 12, 2019 at 2:18 PM

Not surprising that they would not agree to any change. Its not that big of a contract, I would just go ahead with it.

If there was more money at risk, I would advise otherwise, simply because there is no cost-effective way to protect yourself in a California court .

John

[Ouoted text hidden]

See Below-please advise

[Ouoted text hidden] [Quoted text hidden]

[Ouoted text hidden] [Quoted text hidden]

> [Quoted text hidden] [Quoted text hidden]

> > [Ouoted text hidden] [Quoted text hidden]

> > > [Ouoted text hidden] [Ouoted text hidden]

> > > > [Quoted text hidden] [Ouoted text hidden]

> > > > > [Quoted text hidden] [Ouoted text hidden]

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                                                   Sounds good, thank you.
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[Quoted text hidden]
```



# St Regis Park KY Subsidy Online Launch

12 messages

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>
Co: Phillip Dienstag <pdienstag@ring.com>

Wed, Jul 31, 2019 at 6:29 PM

Craig,

Ring is excited for your subsidy launch on August 15th. The program will expire September 29th or when the funding is exhausted. The program will launch online on August 15th at 8am. The city will post an application form managed by Ring where residents can apply. Once residents apply, the Ring team will ensure they are a resident based on the map/shape file of your city provided by the City of St Regis Park.

Ring team members will send codes redeemable at checkout only on ring.com M-F at 3pm PST. If residents need assistance, they should email partnerhelp@ring.com. I would not suggest they call our 800 number because those agents do not specialize in subsidy programs.

Please fill out the press release and send it back so that our PR team can sign off on it. Once approved, it would be best to post on August 8th. If you any questions, please don't hesitate to contact me.

Thank you,

Stacey Cooke

Events Manager stacey.cooke@ring.com 410-591-8238



1523 26th St. Santa Monica, CA 90404 www.ring.com



Download the Neighbors App. Join the new neighborhood watch.

https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/



OnlineOnly\_Subsidy Program Press Release- TEMPLATE -\_3.27.19.docx 12K

I was not aware residents would not be able to purchase the original ring doorbell. That was not outlined in the contract or previous emails. The contract States items that are regular price? I am extremely confused as this was part of the selling point to the council that we could provide a doorbell at almost no cost to the citizens? Can you advise if this is correct according to the press release?

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 31, 2019 at 7:52 PM

Mr Theis,

In the agreement we list the devices that in included in the program. We cannot offer the original doorbell since this is already on sale, so this item is not regular price.

Stacev

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 31, 2019 at 7:56 PM

I think we have a problem. Your website does not list it as a sale price (as of 2 minutes ago) and the ring doorbell2 is available from many vendors for substantially less (cursory glances show as low as 139). I am not sure how this would be a good use of our funds. We may need to reconsider

[Quoted lext hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 31, 2019 at 7:58 PM

Or we may need to follow through with the knowledge that we may have less participation then planned. Either way it's a bit of a letdown

[Quoted text hidden]

**Stacey Cooke** <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 31, 2019 at 8:07 PM

Hi Craig,

This is included - https://shop.ring.com/collections/video-doorbells//products/video-doorbell-2
This doorbell is not https://shop.ring.com/collections/video-doorbells//products/video-doorbell the.99 indicates that it is on sale. Throughout our conversations I clearly laid out which devices were included in the program and they are also listed on the agreement. Please let me know how you'd like to proceed. We will not be able to offer the classic \$99 doorbell.

Thank you, Stacey [Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Jul 31, 2019 at 8:28 PM

Stacy I would say we will proceed. That being said I am dissapointed and for you to say that you were clear is a bit insulting. Obviously IF you were clear we would not be having this conversation. So let's put this behind us and move forward.

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 31, 2019 at 8:35 PM

Craig,

The question of the classic doorbell is my number one question I get when discussing this programs. I am always very cautious about stating which products are included so there is not confusion. I do not at all mean to insult you and apologize if that came across. I apologize that you are disappointed, but unfortunately I am not permitted to include this item per Amazon's finance team. I know that a lot of people wish that it could be included in the program. I still believe that \$100 off is a very motivating discount. Products included retail from \$179.99 to \$249 so with a \$100 savings a great camera is available to your residents for \$70 off.

Thank you for understanding.

Stacey

(Ouoted text hidden)

Stacey Cooke <stacey.cooke@ning.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Jul 31, 2019 at 8:37 PM

sorry for \$79.99 \*

[Ouoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>

Tue, Aug 6, 2019 at 9:01 PM

To: Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>

Cc: Phillip Dienstag com>

Hi Craig,

Checking in on the press release. We'd like to get this posted as soon as possible if we plan to launch on 8/15.

Thank you, Stacey

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ning.com>

Tue, Aug 6, 2019 at 9:52 PM

The mayor just finished his part and I will send tomorrow [Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Tue, Aug 6, 2019 at 10:01 PM

Great, thanks for the update.

[Ouoted text hidden]



# Ring Partnership Press Release and Info! Finally

23 messages

Craig Theis < craigtheis@gmail.com>

Thu, Aug 8, 2019 at 12:03 PM

To: Schweickhardt Louie <kellyandlouie@att.net>, Davis Brandt <br/>davis@hotmail.com>, Willett Cheryl <crazytwo@juno.com>, Lewis Jason <jlderbycity@att.net>, St Regis Park <stregispark@gmail.com>, Mr Weis <jdweis67@yahoo.com>, John Amback <ambak@live.com>, "Shackelford, James E SFC USARMY (US)"

<james.e.shackelford10.mil@mail.mil>, Fount <dlfount2@yahoo.com>, Theis Craig <craigtheis@gmail.com>, Frank Wheatley
<frank@wheatley.net>

#### Everyone-

I have attached a word file with the press release and details of the Ring Partnership- Mr. Wheatley, I would like to get this posted today or tomorrow moming if possible to the website. (thanks so much in advance) Once it is posted, we can then use our respective communications platforms to advise residents to check the website for details. The launch is on the 15th of this month...

If you have any comments or concerns, let me know. I am excited that this is finally coming together!

**Thanks** 

Craig

If you don't have Word available, I am adding the text of the press release below to make life easy-

St. Regis Park, KY Announces 'Ring' Partnership and Subsidy Match Program for Local Residents Initiative aims to reduce crime in neighborhoods through investment in affordable, easy-to-use, and effective smart home security

St. Regis Park, KY – 08/15/2019 – St. Regis Park today announced its partnership with Ring and details for their joint subsidy match program that will provide discounts for local residents who wish to purchase select home security devices. During the program period beginning August 15, St. Regis Park residents will have the opportunity to receive a \$100 discount code funded by the City and Ring. The approved \$5,000 from the City combined with \$5,000 provided by Ring will enable 100 residents to participate in the program on a first-come-first-served basis.

"We are thrilled to partner with Ring and be able to continue to contribute to the safety and well-being of our citizens," said Mayor Brandt Davis. "We are big fans of Ring and this program truly fits what we are passionate about - protecting our citizens and their homes and continuing to make St. Regis Park a great place to live."

About the St. Regis Park Subsidy Program

The subsidy program will incentivize the purchase of Ring Video Doorbells and security devices which connect to the user's smartphone or tablet via the free Ring app (iOS/Android). Residents are then notified when the motion sensor is activated or if someone rings their doorbell, or they can choose to view the camera's live video feed at any time. Optional video subscription services are available for purchase to residents who want to save their Ring videos to view or share them at a later time.

#### How to Participate

- The promotional period for the program begins August 15 and will run until September 29 or until the funding limit is reached.
- To receive a promotional discount code, residents must apply via an application posted on the City website available here.
- Ring will then provide discount codes to eligible residents via email once daily, Monday-Friday at 3:00pm PT

- Promotional codes can only be redeemed at checkout at Ring.com. Please note that addresses will be verified to ensure the location is within City limits.
- St. Regis Park residents will have the opportunity to purchase the following devices with a \$100 off of the retail price:
  - Video Doorbell 2
  - Video Doorbell Pro
  - Spotlight Cam Solar
  - Spotlight Cam Battery
  - Spotlight Cam Wired
  - Floodlight Cam
  - Stick-Up Cam Battery
  - Stick-Up Cam Wired
  - Ring Alarm Security Kit (5-Piece)
- Promotional codes are limited to one per household and cannot be re-used or applied towards previously purchased Ring products.
- Residents will need to pay an additional subscription fee if they would like to save device footage or sign-up for the alarm monitoring service.
- For more information about Ring's products, please visit Ring.com/products.
- To learn more about Ring's Subsidy Match Program, please read our FAQ.

#### About St. Regis Park

St. Regis Park was first incorporated in 1953. It is a 4<sup>th</sup> Class City with over 600 homes. As a 4<sup>th</sup> Class City, St. Regis Park has control over development and zoning, the ability to raise revenue thru taxation and possesses police powers. Centrally located, St. Regis Park is close to many shopping and dining options as well as great public and private schools and places of worship.

**About Ring** 

Ring's mission is to make neighborhoods safer by creating a Ring of Security around homes and communities. The Ring product line, along with Neighbors by Ring, enable Ring to offer affordable, wholehome and neighborhood security devices and services. In fact, one Los Angeles neighborhood saw a 55 percent decrease in home break-ins after Ring Doorbells were installed on just ten percent of homes. For more information, visit www.ring.com. With Ring, you're always home.

City Media Contact
Brandt Davis
Mayor
502-297-2820
Brandt Davis@hotmail.com

Ring Media Contact
Morgan Culbertson
Public Relations Coordinator, Neighbors
Media@ring.com

<sup>\*\*</sup>For more information about the subsidy match program, please email partnerhelp@ring.com.

City of St. Regis Park <stregispark@gmail.com>
To: Craig Theis <craigtheis@gmail.com>

Thu, Aug 8, 2019 at 1:25 PM

Thank you very much for putting this together....excellent job.

Bill

[Quoted text hidden]

John Amback <ambak@live.com>
To: Craig Theis <craigtheis@gmail.com>

Thu, Aug 8, 2019 at 1:31 PM

Craig,

Got it and it looks good.

Thanks!
John Amback

St. Regis Park City Councilman

**Brandt** <a href="mailto:brandt\_davis@hotmail.com">brandt\_davis@hotmail.com</a>
To: Craig Theis <a href="mailto:craigtheis@gmail.com">craigtheis@gmail.com</a>

Thu, Aug 8, 2019 at 2:38 PM

Under how to participate, it says available under the City website available here. Instead of here, can you make it read 'at stregispark.net."

Sent from my iPhone

[Quoted text hidden]

<Ring Partnership Press Release.docx>

Craig Theis <craigtheis@gmail.com>
To: Brandt <brandt\_davis@hotmail.com>

Thu, Aug 8, 2019 at 2:48 PM

The available here would be a link to our website, only used if we posted it on say the facebook page, I am sure frank could change that if needed. I agree it sounds a little wonky- do you want me to ask frank to make that change? [Quoted text hidden]

Thu, Aug 8, 2019 at 3:05 PM

Yes please

Sent from my iPhone [Quoted text hidden]

Cralg Theis <craigtheis@gmail.com>
To: Frank Wheatley <frank@wheatley.net>

Thu, Aug 8, 2019 at 3:46 PM

Frank can you make that one change the mayor mentions below? Thank you [Quoted text hidden]

Frank Wheatley <frank@wheatley.net>
To: Craig Theis <craigtheis@gmail.com>

Thu, Aug 8, 2019 at 4:31 PM

I was just adding and noticed that. It is on site now. I will make it more prominent on the home page in the morning

http://www.stregispark.net/st-regis-park-ky-announces-ring-partnership-and-subsidy-match-program-for-local-residents/

Frank Wheatley frank@wheatley.net>
To: Craig Theis <craigtheis@gmail.com>

Thu, Aug 8, 2019 at 4:35 PM

I assume there will be some link later for residents to click and apply?

Frank Wheatley

----- Original message -----

From: Craig Theis <craigtheis@gmail.com>

Date: 8/8/19 3:46 PM (GMT-05:00)

To: Frank Wheatley <frank@wheatley.net>

[Ouoted text hidden] [Quoted lext hidden]

Craig Theis <craigtheis@gmail.com>
To: Frank Wheatley <frank@wheatley.net>

Thu, Aug 8, 2019 at 9:20 PM

That's my understanding.

[Ouoted text hidden]

Craig Theis <craigtheis@gmail.com>

Fri, Aug 9, 2019 at 10:22 AM

To: Schweickhardt Louie <kellyandlouie@att.net>, Davis Brandt <brandt\_davis@hotmail.com>, Willett Cheryl <crazytwo@juno.com>, Lewis Jason <jlderbycity@att.net>, St Regis Park <stregispark@gmail.com>, Mr Weis <jdweis67@yahoo.com>, John Amback <ambak@live.com>, "Shackelford, James E SFC USARMY (US)" <james.e.shackelford10.mil@mail.mil>, Fount <dlfount2@yahoo.com>, Theis Craig <craigtheis@gmail.com>, Frank Wheatley <frank@wheatley.net>

The Ring information is live on our website (Thanks Mr. Wheatley!) We need to get the word out. I will be sending out a reach alert shortly directing people to our website, Ms. Willet and Mr. Fountain, could you please post on facebook and your newsletter. Mr. Amback, could you please arrange to have this posted in our newsletter as well. If anyone has any other ideas for outreach, let me know, I think we have all our bases covered though.

Craig

On Thu, Aug 8, 2019 at 12:03 PM Craig Theis <craigtheis@gmail.com> wrote: IOuoted text hidden!

Craig Theis <craigtheis@gmail.com>

Sat, Aug 10, 2019 at 3:59 PM

To: Sam <kellyandlouie@att.net>, Brandt Work Davis <br/>
sprandt\_davis@hotmail.com>, Cheryl Willett <crazytwo@juno.com>, Jason Lewis <jlderbycity@att.net>, St Regis Gmail <stregispark@gmail.com>, Jeff Weis <jdweis67@yahoo.com>, John Amback <ambak@live.com>, "Shackelford, James E SFC USARMY (US)" <james.e.shackelford10.mil@mail.mil>, Donald Fountain <dlfount2@yahoo.com>, Craig Theis <craigtheis@gmail.com>, Frank Wheatley <frank@wheatley.net>

Can anyone post the info on our Facebook page? I want to make sure we get the word out. [Ouoted text hidden]

City of St. Regis Park <stregispark@gmail.com>

Sat, Aug 10, 2019 at 4:16 PM

To: Craig Theis <craigtheis@gmail.com>

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: St Regis Gmail <stregispark@gmail.com>

Sat, Aug 10, 2019 at 4:25 PM

Change the "available here" to available on the 15th @ stregispark.net

Please. Before it's too late

Cheryl Martin <crazytwo@juno.com>

Sat, Aug 10, 2019 at 8:53 PM

To: St Regis Park <stregispark@gmail.com>

Cc: Craig Theis <craigtheis@gmail.com>, Louie Schweickhardt <kellyandlouie@att.net>, Brandt Davis <br/>
<br/

Notice went to St Regis residents. Via block watch.

Cheryl

[Quoted text hidden]

# All Natural CBD Oil Has Doctors Throwing Out Prescriptions

worldhealthlabs.com

http://thirdpartyoffers.juno.com/TGL3132/5d4f671385e6267123bc7st04duc

Sponsored Links (i)

Craig Theis <craigtheis@gmail.com>

Wed, Aug 14, 2019 at 2:25 PM

To: Schweickhardt Louie <kellyandlouie@att.net>, Davis Brandt <brandt\_davis@hotmail.com>, Willett Cheryl <crazytwo@juno.com>, Lewis Jason <jlderbycity@att.net>, St Regis Park <stregispark@gmail.com>, Mr Weis <jdweis67@yahoo.com>, John Amback <ambak@live.com>, "Shackelford, James E SFC USARMY (US)" <james.e.shackelford10.mil@mail.mil>, Fount <dlfount2@yahoo.com>, Theis Craig <craigtheis@gmail.com>, Frank Wheatley <frank@wheatley.net>

Hi everyone,

Here is the link to the signup form provided by Ring. Frank, could you please post this link on our website tomorrow-you can post it in the little spot that said "here" on the press release and maybe somewhere else? I spoke with our Ring contact who said we should post on the facebook page as well so if someone could do that tomorrow, it would be greatly appreciated. Cheryl if you wanted to post the link in your newsletter, that would be great as well. I am supposed to be getting daily reports on the progress and will keep you posted. This has been a long road with a lot of back and forth, I appreciate everyone's help/support with all the posting and such.

https://docs.google.com/forms/d/e/1FAlpQLSedTqK-jDgBWnACBT5OzLcK4\_KJv7LC4YuAEjpT7gMz8-EV1Q/viewform

See you at the next meeting.

Craig

[Quoted text hidden]

Brandt <a href="mailto:brandt\_davis@hotmail.com">brandt <a href="mailto:brandt

Wed, Aug 14, 2019 at 2:55 PM

Craig,

What would be the best way to share this in the newsletter?

Sent from my iPhone

[Quoted text hidden]

Craig Theis < craigtheis@gmail.com>
To: Brandt <br/>
torandt davis@hotmail.com>

Wed, Aug 14, 2019 at 3:12 PM

I will contact the media dept at ring and see what they suggest. BTW they were a bit weirded out by the fact that we all use our personal emails for everything. Wonder if we cant get any city emails from the website host. Just a thought [Quoted text hidden]

**Brandt** <a href="mailto:brandt\_davis@hotmail.com">brandt\_davis@hotmail.com</a>
To: Craig Theis <a href="mailto:craigtheis@gmail.com">craigtheis@gmail.com</a>

Wed, Aug 14, 2019 at 3:21 PM

Thanks

Sent from my iPhone [Quoted text hidden]

Frank Wheatley <frank@wheatley.net>

Thu, Aug 15, 2019 at 7:32 AM

To: Craig Theis <craigtheis@gmail.com>, Schweickhardt Louie <kellyandlouie@att.net>, Davis Brandt <br/>
<br/

Done.

Frank Wheatley

----- Original message -----

From: Craig Theis <craigtheis@gmail.com>

Date: 8/14/19 2:25 PM (GMT-05:00)

To: Schweickhardt Louie <kellyandlouie@att.net>, Davis Brandt <brandt\_davis@hotmail.com>, Willett Cheryl <crazytwo@juno.com>, Lewis Jason <jlderbycity@att.net>, St Regis Park <stregispark@gmail.com>, Mr Weis <jdweis67@yahoo.com>, John Amback <ambak@live.com>, "Shackelford, James E SFC USARMY (US)" <james.e.shackelford10.mil@mail.mil>, Fount <dlfount2@yahoo.com>, Theis Craig <craigtheis@gmail.com>, Frank Wheatley <frank@wheatley.net>

Subject: Re: Ring Partnership Press Release and Info! Finally

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

Thu, Aug 15, 2019 at 8:26 AM

To: Frank Wheatley <frank@wheatley.net>

Looks great! Thanks

[Quoted text hidden]

Frank Wheatley <frank@wheatley.net>

Thu, Aug 15, 2019 at 5:00 PM

To: Craig Theis <craigtheis@gmail.com>, Schweickhardt Louie <kellyandlouie@att.net>, Davis Brandt <br/>
<br/>
<br/>
<br/>
| Strandt\_davis@hotmail.com>, Willett Cheryl <crazytwo@juno.com>, Lewis Jason <jlderbycity@att.net>, St Regis Park <br/>
<stregispark@gmail.com>, Mr Weis <jdweis67@yahoo.com>, John Amback <ambak@live.com>, "Shackelford, James E SFC USARMY (US)" <james.e.shackelford10.mil@mail.mil>, Fount <dlfount2@yahoo.com>

Fyl. There were a few questions on the website and Facebook about this.

I signed up and and looking forward to using it.

#### Frank Wheatley

----- Original message -----

From: Craig Theis <craigtheis@gmail.com>

Date: 8/14/19 2:25 PM (GMT-05:00)

To: Schweickhardt Louie <kellyandlouie@att.net>, Davis Brandt <brandt\_davis@hotmail.com>, Willett Cheryl <crazytwo@juno.com>, Lewis Jason <jlderbycity@att.net>, St Regis Park <stregispark@gmail.com>, Mr Weis <jdweis67@yahoo.com>, John Amback <ambak@live.com>, "Shackelford, James E SFC USARMY (US)"

<james.e.shackelford10.mil@mail.mil>, Fount <dlfount2@yahoo.com>, Theis Craig <craigtheis@gmail.com>, Frank

Wheatley < frank@wheatley.net>

Subject: Re: Ring Partnership Press Release and Info! Finally

[Quoted text hidden]

#### Craig Theis <craigtheis@gmail.com>

Thu, Aug 15, 2019 at 6:21 PM

To: Frank Wheatley <frank@wheatley.net>

I have already replied privately to the woman asking about in home demo/assistance. And have been answering questions as they come up. Most have been about the application process.

Craig

[Quoted text hidden]



### St Regis Park Info

34 messages

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Aug 7, 2019 at 8:54 AM

Please see the attached documents- Ring Press Release and a list of our residences based on city tax records from approx 10 days ago. Rental houses have been removed since their tax address can be in other states, but we will be happy to provide renters with codes as well. Let me know what else you need.

**Thanks** 

#### 2 attachments



Ring Subsidy Program.docx 22K



StRegis\_Ring.xls 83K

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>

Wed, Aug 7, 2019 at 9:40 AM

Thank you. Once media signed off on the press release, you can post.

They will reply all if they have any suggested edits.

Stacey

On Wed, Aug 7, 2019 at 5:54 AM Craig Theis <craigtheis@gmail.com> wrote:

Please see the attached documents- Ring Press Release and a list of our residences based on city tax records from approx 10 days ago. Rental houses have been removed since their tax address can be in other states, but we will be happy to provide renters with codes as well. Let me know what else you need.

Thanks

Stacey Cooke

Events Manager stacey.cooke@ring.com 410-591-8238



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Download the Neighbors App. Join the new neighborhood watch.

Craig Theis < craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Aug 7, 2019 at 9:43 AM

Thanks again, also, one of the council members asked again about RING block watch signs, I believe you had mentioned something about that?

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Aug 7, 2019 at 9:58 AM

Yes. I know they have a meeting on it this week. They will be free and you'll be able to request as much as you'd like. I'm not entirely sure when they'll be ready though.

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Wed, Aug 7, 2019 at 10:13 AM

No worries, but I think as long as they are tastefully done, our city would be interested in posting them. Thanks [Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Craig Theis <craigtheis@gmail.com>

Wed, Aug 7, 2019 at 10:16 AM

As soon as I have the info, I'll get it over to you.

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>

To: Craig Theis <craigtheis@gmail.com>, Media <media@ning.com>

Wed, Aug 7, 2019 at 4:22 PM

@Media I wanted to make sure the attachment came through.

Thanks!

[Quoted text hidden]



Ring Subsidy Program.docx

Stacey Cooke <stacey.cooke@ring.com>

To: Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>, Kaleigh Bueckert-Orme <kaleigh.bueckertorme@ring.com>

Wed, Aug 7, 2019 at 4:36 PM

@Kaleigh Bueckert-Orme I realized there are some parts not filled it...

The launch date is 8/15 \$100 is the discount

\$5,000 is funding amount from city, \$5,000 is funding amount from Ring

100 codes

9/29 is the end date if we don't sell out before.

Thank you!

[Quoted text hidden]

Morgan Culbertson <morgan.culbertson@ring.com>

Reply-To: Morgan@ring.com

To: Stacey Cooke <stacey.cooke@ring.com>

Cc: Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>

Wed, Aug 7, 2019 at 11:04 PM

Thank you Stacey and Hello Craig!

Attached press release has a few edits in tracked changes, both to include our program FAQ and to update some of the St. Regis Park specifics for the launch. Let us know if it looks good on your end and then when you plan to distribute!

I'm available via my cell anytime if you are in need of assistance or would like to discuss further: 805 822 9694

Best.

Morgan

Morgan Culbertson

PR Coordinator, Neighbors Morgan@ring.com m: 805.822.9694



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On Wed, Aug 7, 2019 at 6:40 AM Stacey Cooke <stacey.cooke@ring.com> wrote: [Quoted text hidden]



St. Regis Ring Subsidy Program. Ring Approved\_8.7.19 .docx 23K

Stacey Cooke <stacey.cooke@ring.com>

To: Morgan@ring.com

Cc: Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>

Thanks for sending Morgan.

Craig,

If this looks good to you, please feel free to post and please send over those links. I appreciate your partnership.

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Cc: Morgan@ning.com, Media <media@ring.com>

What links are you referring to?

Thanks

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com> To: Craig Theis <craigtheis@gmail.com>

Cc: Media <media@ring.com>, Morgan@ring.com

Thu, Aug 8, 2019 at 8:14 AM

Wed, Aug 7, 2019 at 11:51 PM

Thu, Aug 8, 2019 at 10:08 AM

When you post the press release to your city website or social media sites can you please send us those links? Please call me if you have any questions.

Thank you!

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Cc: Media <media@ring.com>, Morgan@ring.com

Thu, Aug 8, 2019 at 10:17 AM

Will do.

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>

To: Craig Theis <craigtheis@gmail.com>

Cc: Media <media@ring.com>, Morgan@ring.com

Thu, Aug 8, 2019 at 10:28 AM

Great. Thanks so much.

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Cc: Media <media@ring.com>, Morgan@ring.com

Fri, Aug 9, 2019 at 10:15 AM

We posted the announcement yesterday on the website, will post on facebook and our reach alert system as well to let residents know. It will also be placed in our city newsletter on its next issue

http://www.stregispark.net/

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ning.com>

To: Craig Theis <craigtheis@gmail.com>

Cc: Media <media@ring.com>, Morgan@ring.com

Fri, Aug 9, 2019 at 10:32 AM

Great, thanks! Looking forward to launching.

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Morgan@ring.com

Tue, Aug 13, 2019 at 3:52 PM

Tue, Aug 13, 2019 at 6:50 PM

Hi Morgan,

What's the next step for launch tomorrow? I need to let the guy who does our website know.

Thanks

[Quoted text hidden]

Morgan Culbertson <morgan.culbertson@ring.com>

/-To: Morgan@ring.com

Reply-To: Morgan@ring.com

To: Craig Theis <craigtheis@gmail.com>

Cc: Morgan Culbertson < Morgan@ring.com>, Stacey Cooke < stacey.cooke@ring.com>, Media < media@ring.com>

Hi Craig,

Happy to assist! Adding Stacey here as she is most equipped from our team to address any specific questions or next steps related to the program.

Best,

#### Morgan

Morgan Culbertson

PR Coordinator, Neighbors Morgan@ring.com m: 805.822.9694



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[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>
To: Morgan Culbertson <Morgan@ring.com>
Co: Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>

Tue, Aug 13, 2019 at 6:54 PM

Hi Craig,

The program opens at 8am on 8/15. When the subsidy is open, please make sure to post this application form - https://docs.google.com/forms/d/e/1FAlpQLSedTqK-jDgBWnACBT5OzLcK4\_KJv7LC4YuAEjpT7gMz8-EV1Q/ viewform and the team will begin to verify your residents and send codes to them. Codes are sent once daily M-F excluding all major holidays. Thank you!

#### Stacey

[Quoted text hidden]
Stacey Cooke
Events Manager

stacey.cooke@ring.com

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Morgan Culbertson <morgan.culbertson@ring.com>

Reply-To: Morgan@ring.com

To: Stacey Cooke <stacey.cooke@ring.com>

Cc: Morgan Culbertson <Morgan@ring.com>, Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>

Thanks Stacey!

Craig -- Can we plan to connect via phone tomorrow morning at some point as well?... Available on my cell at 805-822-9694 anytime or just let me know when and where I can reach you and III be sure to reach out :)

Best.

Morgan

Morgan Culbertson

PR Coordinator, Neighbors Morgan@ring.com m: 805.822.9694



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[Quoted text hidden]

Cralg Theis <craigtheis@gmail.com>

Wed, Aug 14, 2019 at 9:17 AM

Tue, Aug 13, 2019 at 8:40 PM

To: Morgan@ring.com

Cc: Stacey Cooke <stacey.cooke@ring.com>, Morgan Culbertson <Morgan@ring.com>, Media <media@ring.com>

Sure! What time zone are you in, I am looking forward to getting this posted tomorrow. It will be interesting to see the response. Also, any word on ring city/neighborhood watch signs?

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>

Wed, Aug 14, 2019 at 9:24 AM

To: Craig Theis <craigtheis@gmail.com>
Cc: Media <media@ring.com>, Morgan@ring.com

Hi Craig.

The neighborhood watch signs are not ready. You will be the first I ping when they are. Thank you! We're looking forward to launching tomorrow too!

Stacey

[Quoted text hidden]

Cc: Media <media@ring.com>, Morgan@ring.com

Great, thanks!

[Quoted text hidden]

Morgan Culbertson <morgan.culbertson@ning.com>

Wed, Aug 14, 2019 at 9:53 AM

Reply-To: Morgan@ring.com

To: Craig Theis <craigtheis@gmail.com>

Cc: Stacey Cooke <stacey.cooke@ning.com>, Media <media@ring.com>, Morgan Culbertson <Morgan@ring.com>

Hi Craig,

I'm on west coast time today (and most days) working from our CA office :) Are you free for a call this morning at 11am your time? aka in just over an hour?

Appreciate your consideration and I'm pretty flexible this morning so just let me know what works best for you and I'll be on standby.

Best,

Morgan

Morgan Culbertson

PR Coordinator, Neighbors Morgan@ring.com m: 805.822.9694



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[Quoted text hidden]

Craig Thels <craigtheis@gmail.com>

Wed, Aug 14, 2019 at 10:07 AM

To: Morgan@ring.com

Got ya, I'll do my best to make the call at 11 eastern. If I get stuck on a call, I'll try you shortly after.

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Morgan@ring.com

Wed, Aug 14, 2019 at 11:55 AM

Tried to call ya twice, no womes, I'll try again later today [Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

Wed, Aug 14, 2019 at 12:48 PM

To: Morgan@ring.com

Nice to hear from you. Thanks for reaching out. Will keep you posted

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>

To: Morgan Culbertson <Morgan@ning.com>

Cc: Craig Theis <craigtheis@gmail.com>, Media <media@ring.com>

Thu, Aug 15, 2019 at 1:17 PM

Hi Craig,

I see you applied to the subsidy. Was that a test or do you want a code sent to you?

Thanks

Stacey

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Thu, Aug 15, 2019 at 1:32 PM

Hey Stacey, yes please do send me a code

[Ouoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>

To: Craig Theis <craigtheis@gmail.com>

Thu, Aug 15, 2019 at 1:51 PM

We will, sounds good!

[Ouoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Tue, Aug 20, 2019 at 9:46 AM

Wondering how the response has been? Wondering if we should do another push on our marketing or if not needed,

Thanks

[Ouoted text hidden]

Stacey Cooke <stacey.cooke@ring.com>

To: Craig Theis <craigtheis@gmail.com>

Tue, Aug 20, 2019 at 9:50 AM

Hello

About 15 people have purchased so far. I'd definitely recommend weekly pushes until the program sells out.

[Quoted text hidden]

Craig Theis <craigtheis@gmail.com>

To: Stacey Cooke <stacey.cooke@ring.com>

Tue, Aug 20, 2019 at 9:55 AM

Will do, the newsletter will be going out shortly as well with the approved press release so that may help.

[Quoted text hidden]

Stacey Cooke <stacey.cooke@ning.com>

To: Craig Theis <craigtheis@gmail.com>

Tue, Aug 20, 2019 at 10:00 AM

Great, thanks!

[Quoted text hidden]



## Update on St Regis Park KY Subsidy

3 messages

Stacey Cooke <stacey.cooke@ring.com>

To: Craig Theis <craigtheis@gmail.com>, Kirk Friedman <k.friedman@ring.com>

Mon, Aug 26, 2019 at 3:47 PM

Hi Craig,

I wanted to check in and let you know that we have 30/200 redemptions. The team will continue to send codes until the program sells out or the program expires which is 9/29.

Kirk on copy, will take over with communication and invoicing once I go on maternity leave which is going to be 9/13.

Thank you,

Stacey Cooke

Events Manager stacey.cooke@ring.com 410-591-8238

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https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/

Craig Theis <craigtheis@gmail.com>
To: Stacey Cooke <stacey.cooke@ning.com>

Mon, Aug 26, 2019 at 4:03 PM

Hi Stacy, thanks for the update, FYI it's only 100 codes, not 200. We will keep pushing the info out, I would love to see more.

Thanks!

On Mon, Aug 26, 2019 at 3:47 PM Stacey Cooke <stacey.cooke@ring.com> wrote: Hi Craig,

I wanted to check in and let you know that we have 30/200 redemptions. The team will continue to send codes until the program sells out or the program expires which is 9/29.

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https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/

Stacey Cooke <stacey.cooke@ning.com>

To: Craig Theis <craigtheis@gmail.com>, Kirk Friedman <k.friedman@ring.com>

Mon, Aug 26, 2019 at 4:49 PM

You're right, it is! Sorry about that. Either way, we still have a good amount left so looking forward to seeing more redemptions this week.

Have a nice day!

Stacey

On Mon, Aug 26, 2019 at 1:03 PM Craig Theis <craigtheis@gmail.com> wrote:

Hi Stacy, thanks for the update, FYI it's only 100 codes, not 200. We will keep pushing the info out, I would love to see more.

Thanks!

On Mon, Aug 26, 2019 at 3:47 PM Stacey Cooke <stacey.cooke@ring.com> wrote: Hi Craig,

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Stacey Cooke

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